

09672066 092260

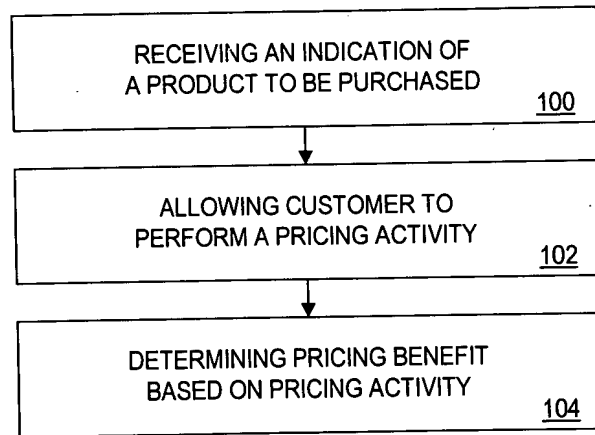


FIG. 1

09672066 092800

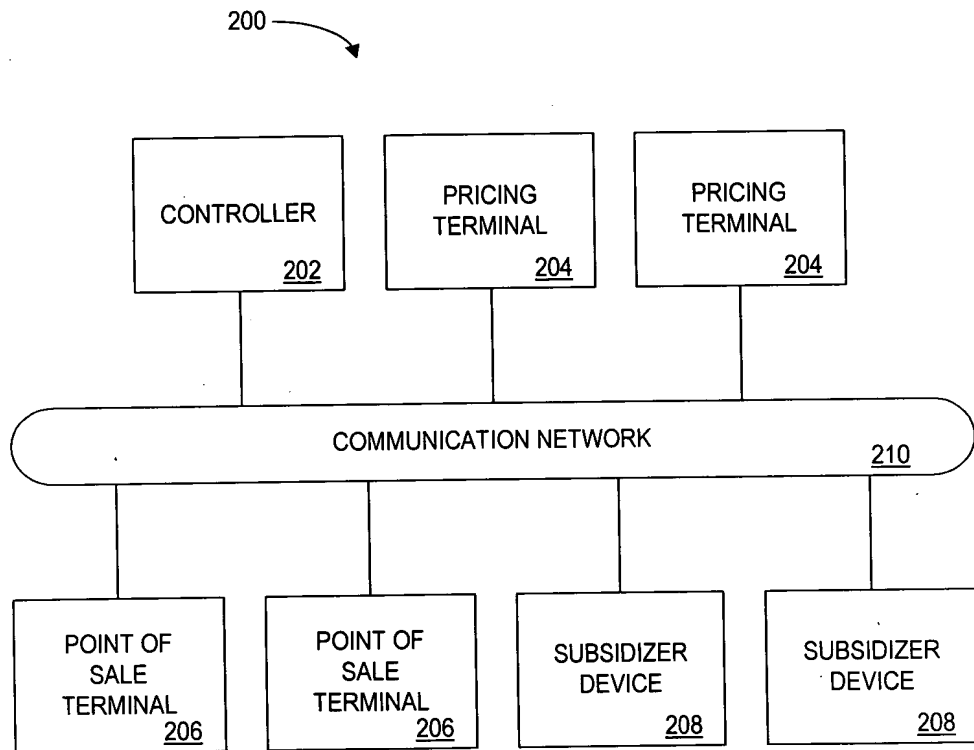


FIG. 2

003260" 99027960

204

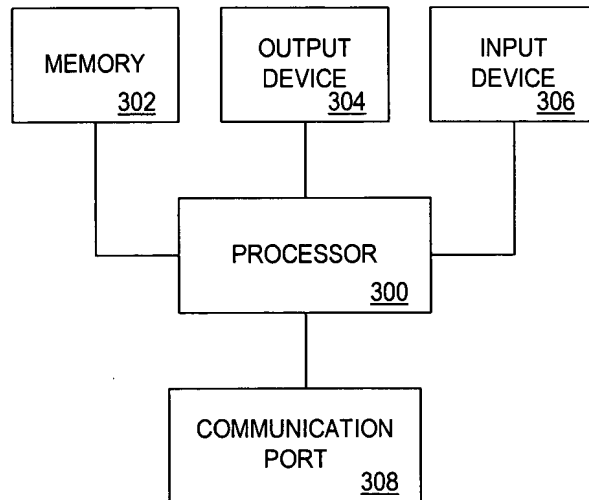


FIG. 3

008260" 9902/960

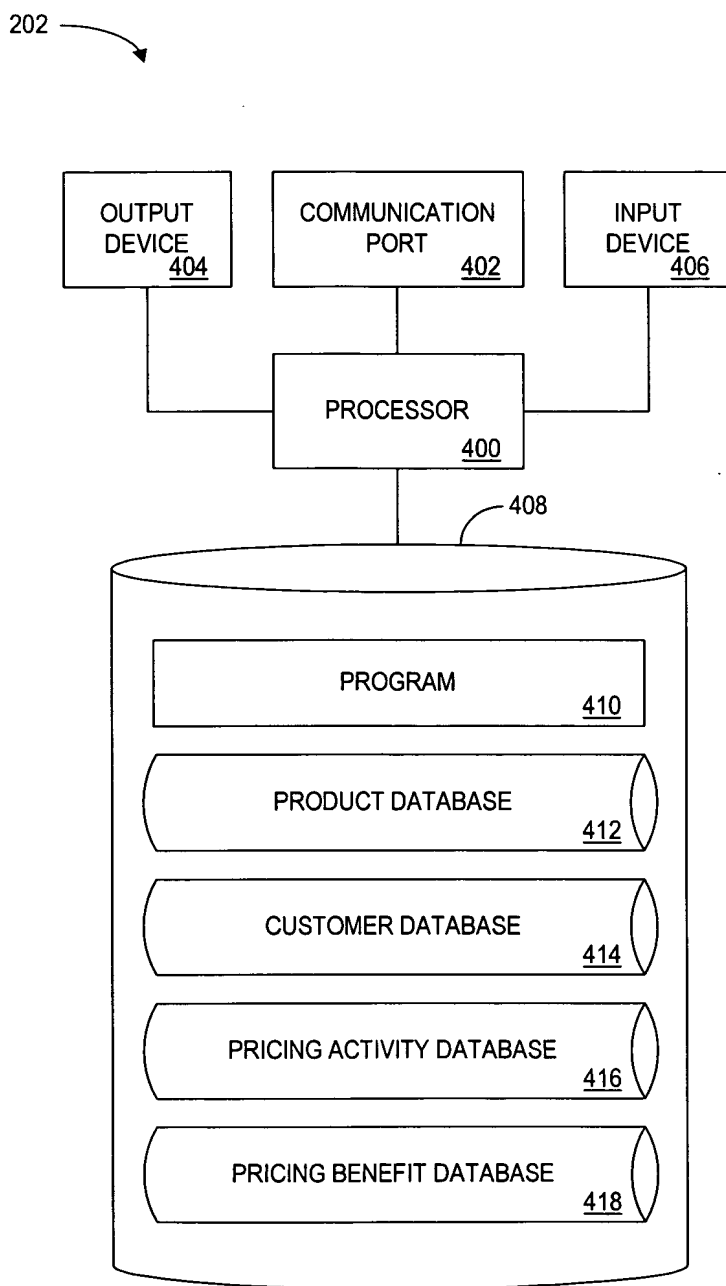


FIG. 4

008260" 9902/960

500

PRODUCT IDENTIFIER 502	PRODUCT DESCRIPTION 504	RETAIL PRICE 506	MINIMUM DISCOUNTED PRICE 508
P-1-23894556	AIR SUPREME BASKETBALL HIGHTOP SNEAKER	\$90	\$30
P-2-23894556	TELEVISION SET - 27", PICTURE-IN-PICTURE	\$300	\$0
P-3-23894556	BLACK EVENING DRESS	\$120	\$60
P-4-23894556	LACY PINK PILLOWCASE	\$40	-\$10
P-5-23894556	SHOE REPAIR SERVICE	\$30	\$10

510

512

514

516

518

FIG. 5

008260" 9902/960

600

CUSTOMER IDENTIFIER 602	CUSTOMER NAME 604	PAYMENT IDENTIFIER 606	TELEPHONE NUMBER 608
C-1-7238945	CHRIS JONES	CREDIT CARD NUMBER 8904-0283-7635-2345	(203) 555-2347
C-2-7238945	JOE SMITH	DEBIT CARD NUMBER 7023-2345-0856-0894	(212) 555-6366
C-3-7238945	ANNE GREEN	CREDIT CARD NUMBER 7890-2345-0893-7890	(617) 555-7628
C-4-7238945	TOM JACKSON	BANK ACCOUNT NUMBER 09828562562	(412) 555-0982
C-5-7238945	HELEN JONES	BILLING ADDRESS 444 BEDFORD ST STAMFORD, CT 06901	(215) 555-9028

FIG. 6

700

CONDITION FOR OFFERING 702	PRICING ACTIVITY DESCRIPTION 704	PRICING BENEFIT 706
CUSTOMER IS OVER 18 YEARS OLD	SIGN UP FOR A NEW CREDIT CARD FROM CITIBANK	10% OFF ALL PRODUCTS IN TRANSACTION
NONE	ANSWER 20 SURVEY QUESTIONS ABOUT YOUR SHOPPING HABITS	\$5 OFF SELECTED PRODUCT
CUSTOMER IS A DOCTOR	SPEND 15 MINUTES PROVIDING MEDICAL ADVICE TO ONLINE PATIENTS	COUPON FOR \$30 OFF OF SELECTED PRODUCT
NOBODY IS WAITING IN LINE FOR PRICING TERMINAL	VIEW AT LEAST 10 MINUTES OF ADVERTISEMENTS	\$1 OFF PER MINUTE OF ADVERTISEMENTS VIEWED
PRODUCT IS A MAGAZINE	SPEND AT LEAST \$20 AT AMAZON.COM [®] WITHIN THE NEXT 30 DAYS	FREE SUBSCRIPTION TO THE MAGAZINE
MULTIPLE PRODUCTS SELECTED	GET 5 FRIENDS TO OPEN ACCOUNTS WITH AMERITRADE	LEAST EXPENSIVE PRODUCT IS FREE
TODAY IS A TUESDAY	DURING LAST YEAR, CUSTOMER HAS PURCHASED \$50 WORTH OF MERCHANDISE AT SEARS	\$10 REBATE BY MAIL

FIG. 7

008260" 9902/960

800

CUSTOMER IDENTIFIER 802	PRODUCT IDENTIFIER 804	RETAIL PRICE 806	DISCOUNTED PRICE 808	PURCHASE COMPLETE? 810
C-1-7238945	P-1-23894556	\$90	\$30	YES
C-2-7238945	P-2-23894556	\$300	\$250	YES
C-3-7238945	P-3-23894556	\$120	\$100	NO
	P-4-23894556	\$40	-\$10	NO
	P-4-23894556	\$40	\$5	NO

812

814

816

FIG. 8

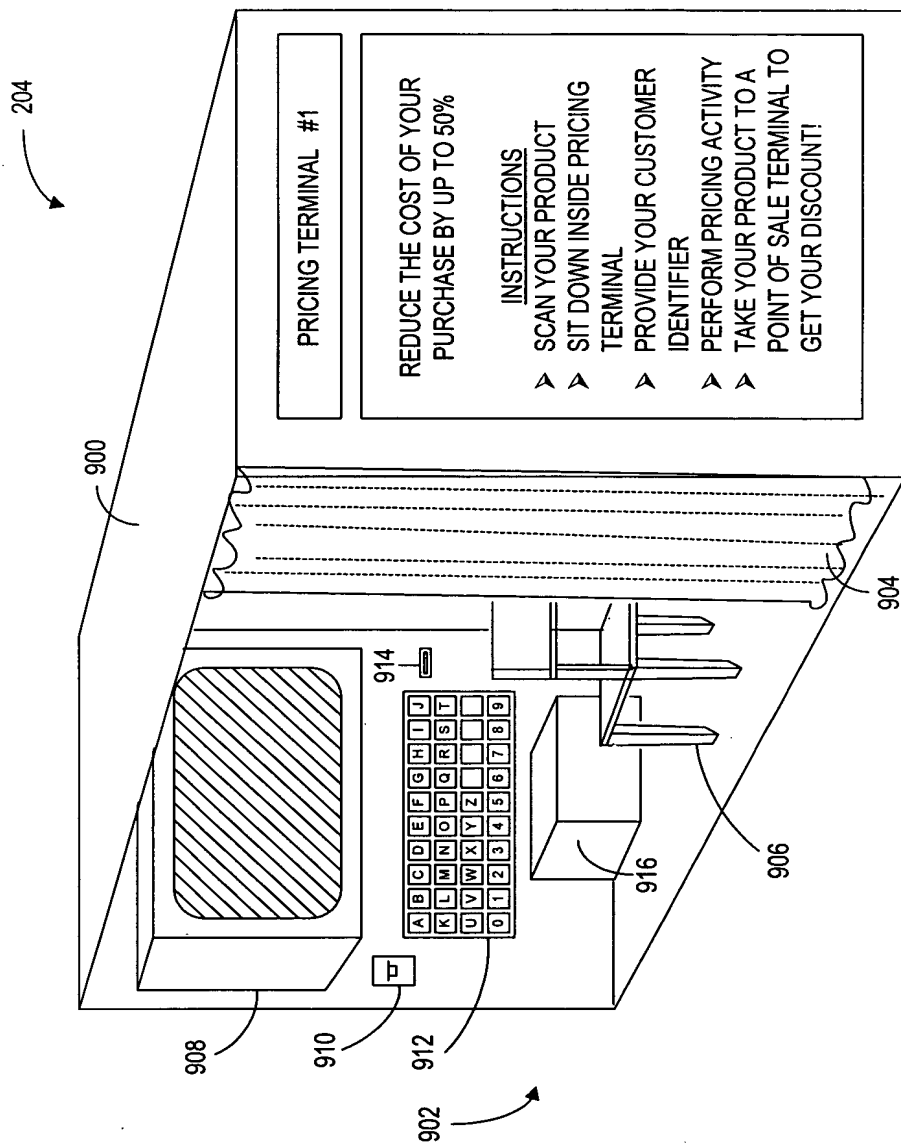


FIG. 9

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graph TD
    1002[ENTER CUSTOMER IDENTIFIER  
1002] --> 1004[ENTER PRODUCT IDENTIFIER(S)  
1004]
    1004 --> 1006[CALCULATE TRANSACTION PRICE  
1006]
    1006 --> 1008[SELECT PRICING ACTIVITY OPTION(S)  
1008]
    1008 --> 1010[PERFORM PRICING ACTIVITIES  
1010]
    1010 --> 1012{DONE?  
1012}
    1012 -- NO --> 1008
    1012 -- YES --> 1014[DETERMINE PRICING BENEFIT  
1014]
    1014 --> 1016[COMMUNICATE PRICING  
BENEFIT TO POS  
1016]

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FIG. 10